

1 of 2

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

THU 10/18 - SUN 10/21 SC=*

PLS SEE RATE CHANGES ON LINES 1 AND 3 AND SPOTS NA ON
LINES 2 AND 7. DOLLARS FROM LINES 2 AND 7 APPLIED TO
LINES 1 AND 3. CONTRACT TOTAL UNCHANGED
PLS CONFIRM WITH PHILLY
THANKS PEGGY

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---------------|-----|---------|---------|-----|---------|-------------|------------|------------|-------------|------------|---------|
| | *1 | F | 7A-9A | GMA | :30 | \$50.00 | 10/19-10/19 | 1 | 1 | 1 | \$50.00 | |
| Rating: 0.4 | | | | | | | | | | | | |
| Sales Remark: V3 RATE INCREASED FROM \$25 PER STATION VERSION | | | | | | | | | | | | |
| V3 Comment Changed, Rate Changed | | | | | | | | | | | | |
| | *2 | TH | 6P-630P | NEWS | :30 | \$25.00 | 10/18-10/18 | 0 | 0 | 0 | \$0.00 | |
| Rating: 0.4 | | | | | | | | | | | | |
| Sales Remark: V3 SPOT NA AT THIS RATE, DOLLARS APPLIED TO OTHER SPOTS ON ORDER | | | | | | | | | | | | |
| V3 Comment Changed, Spots/week Changed | | | | | | | | | | | | |
| | *3 | F | 6P-630P | NEWS | :30 | \$75.00 | 10/19-10/19 | 1 | 1 | 1 | \$75.00 | |
| Rating: 0.4 | | | | | | | | | | | | |
| Sales Remark: V3 RATE REVISED FROM \$25 PER STATION VERSION | | | | | | | | | | | | |
| V3 Comment Changed, Rate Changed | | | | | | | | | | | | |
| | *7 | SA | 6P-630P | NEWS | :30 | \$50.00 | 10/20-10/20 | 0 | 0 | 0 | \$0.00 | |
| Rating: 0.5 | | | | | | | | | | | | |
| Sales Remark: V3 SPOT NA DUE TO COLLEGE FOOTBALL, DOLLARS APPLIED TO LINES 1 AND 3 FOR SPOTS TO CLEAR | | | | | | | | | | | | |
| V3 Comment Changed, Spots/week Changed | | | | | | | | | | | | |

Rep Order# 6864862 Ver# 3 Status Revised
EC'd No

Traffic Order# 215224

Printed: 10/17/2012 4:20 PM
Last Received: 10/17/2012 3:37 PM
Showing Buylines: All Rep Revised Lines

2 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser () HOEKSTRA FOR SENATE
Product 356/SENATE
Estimate# 356
Buyer ALICIA COLLINS
Phone#
Fax#

Agency () BRABENDER COX
1218 GRANDVIEW AVE, 1ST FLOOR
PITTSBURGH, PA 15211
Agency C/P1/P2/E //356
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
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---REPORT TOTALS---

Report Totals: 2 / \$125.00

---SALES MONTHLY TOTALS---

Oct 12: 7 / \$475.00
Sales Totals: 7 / \$475.00
Station Totals: 7 / \$475.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$475

| | | | | | | | | | |
|------|----|------|----|------|------|------|----|------|----|
| CATV | 0% | WOOD | 0% | WOTV | 100% | WMWT | 0% | WXMI | 0% |
| WXSP | 0% | WZPX | 0% | WZZM | 0% | | | | |

---COMPETITIVE COMMENTS---

SHARES TO FOLLOW

Books null
Demos RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

---CREDIT RISK---

CASH IN ADVANCE

1 of 2

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Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

THU 10/18 - SUN 10/21 SC=*

THANKS LACEY FOR IAN AMBRON

| | LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|----|-----|---------|---------|-----|-----|-----------------------------|-------------|------------|------------|-------------|------------|---------|
| Rating: 0.4 | 1 | | F | 7A-9A | GMA | | :30 | \$25.00 50.00 | 10/19-10/19 | 1 | 1 | 1 | \$25.00 | |
| | 2 | | TH | 6P-630P | NEWS | N/A | :30 | \$25.00 | 10/18-10/18 | 1 | 1 | 1 | \$25.00 | |
| | 3 | | F | 6P-630P | NEWS | | :30 | 75.00 \$25.00 | 10/19-10/19 | 1 | 1 | 1 | \$25.00 | |
| Rating: 0.4 | 4 | | TH | 630P-7P | NEWS | | :30 | \$100.00 | 10/18-10/18 | 1 | 1 | 1 | \$100.00 | |
| Rating: 0.5 | 5 | | F | 630P-7P | NEWS | | :30 | \$100.00 | 10/19-10/19 | 1 | 1 | 1 | \$100.00 | |
| Rating: 0.4 | 6 | | SA | 8A-9A | SAT GMA | | :30 | \$25.00 | 10/20-10/20 | 1 | 1 | 1 | \$25.00 | |
| Rating: 0.5 | 7 | | SA | 6P-630P | NEWS | N/A | :30 | \$50.00 | 10/20-10/20 | 1 | 1 | 1 | \$50.00 | |
| Rating: 0.3 | 8 | | SU | 8A-9A | SUN GMA | | :30 | \$25.00 | 10/21-10/21 | 1 | 1 | 1 | \$25.00 | |

Rep Order# 6864862 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/17/2012 2:59 PM
Last Received: 10/17/2012 2:32 PM
Showing Buylines: All Lines

2 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser () HOEKSTRA FOR SENATE
Product 356/SENATE
Estimate# 356
Buyer ALICIA COLLINS
Phone#
Fax#

Agency () BRABENDER COX
1218 GRANDVIEW AVE, 1ST FLOOR
PITTSBURGH, PA 15211
Agency C/P1/P2/E //356
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|---------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 9 | SU | 6P-630P | NEWS | :30 | \$100.00 | 10/21-10/21 | 1 | 1 | 1 | \$100.00 | |
| Rating: 0.5 | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 9 / \$475.00

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$475.00
Sales Totals: 9 / \$475.00
Station Totals: 9 / \$475.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$475

CATV 0%
WXSP 0%
WOOD 0%
WZPX 0%
WOTV 100%
WZZM 0%

WWMT 0%

WXMI 0%

---COMPETITIVE COMMENTS---

SHARES TO FOLLOW

Books null
Demos RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

---CREDIT RISK---

CASH IN ADVANCE